

Jan. 11, 2001

John Pepper, Chairman  
Proctor & Gamble Company  
P.O. Box 599  
Cincinnati, OH 45202

5325 01 MAR 19 P3:48

Mr. Pepper:

I was appalled to learn that your company is continuing to abuse animals in your test labs. Why not do the testing on yourself and your coworkers? They would be 100% accurate.

This practice is cruel, wasteful, and archaic.

I guess I continue in my boycott which I and my family have been carrying on for so long. I will also be distributing copies of this brochure to stores in my area.

Sincerely,

*Valerie Binder*  
Valerie Binder

enc.: 1

cc.: Michael A. Friedman, Commissioner  
Food and Drug Administration

Mr. Friedman:

C3124

Stop these cruel and archaic practices!  
Permit companies to substitute in vitro  
tests. Please be humane!

Thank you!  
*Valerie Binder*

99P-0435



The video images shown on this page were extracted from an undercover video taken in a Procter & Gamble contract lab. Although P&G has suspended its contract with this particular laboratory, these video images graphically convey the terror, suffering and death perpetrated on tens of thousands of innocent animals in P&G "contract" laboratories across the nation and around the world. The video extracts show experiments carried out on 48 monkeys to test a P&G nasal decongestant already in use by human volunteers. Rubber tubes were forced up the monkeys' noses and then down their throats so that large doses of the product could be pumped into their stomachs.

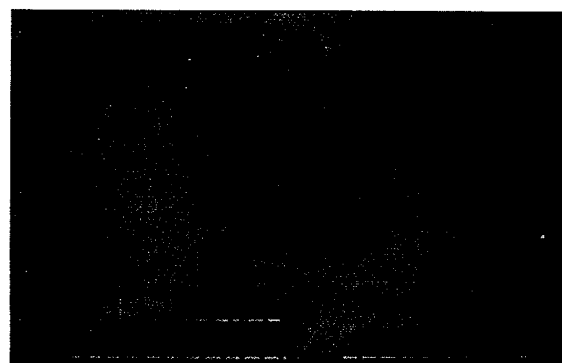
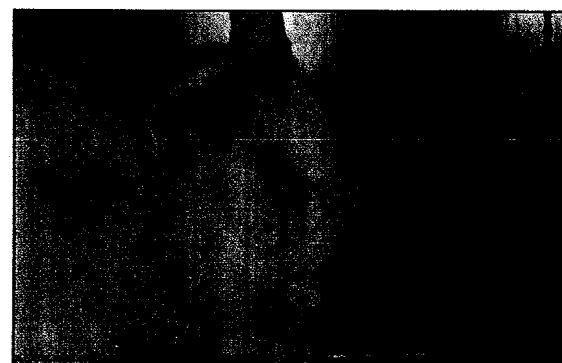
*If you buy P&G products, you are funding animal cruelty.*

*In P&G's cosmetic and household product testing, caustic chemicals are forced into rabbits' eyes and applied to their raw, shaved skin.*

*Laboratory workers lock the rabbits in restraining devices so they are unable to move while chemicals burn into their eyes and skin. The rabbits are given no sedatives or pain killers to ease their suffering. They sometimes break their necks and backs in a desperate struggle to get away.*

*Those who survive are used again...until they are finally killed.*

*P&G's innocent victims include rabbits, guinea pigs, hamsters and ferrets. Even though these tests are not required by law, P&G insists on continuing this torture.*





## PROCTER & GAMBLE: A LEADER IN ANIMAL CRUELTY

P&G claims to be a world leader in researching humane testing methods. But the reality is that P&G spends more money in seven days on advertising than it has spent in 11 years on alternatives to painful and lethal animal tests.

These cruel and unnecessary experiments are paid for with profits from the sale of P&G products. Every bottle of Pantene, every tube of Crest, every packet of Tampax tampons, and every box of Tide, Bounce or Bold that is purchased means more money for painful experiments.

## BOYCOTT PROCTER & GAMBLE SHOP CRUELTY-FREE

Use your power as a consumer to stop animal suffering. With your help, we can force P&G to join the hundreds of other manufacturers that do not test on animals. These companies use superior testing methods, such as cell cultures, chemical tests and computer modeling. We think you would agree — going without P&G products is a small price to pay to end animal suffering.

Help spread the word to your family, friends, and co-workers. Contact IDA for additional brochures and a complete list of P&G products, as well as a list of companies that do not test on animals.

Write Chairman John Pepper at Procter & Gamble Co., P.O. Box 599, Cincinnati, OH 45202. Or, call P&G at (800) 543-7270, and let them know you have joined IDA's global boycott and will continue to boycott all P&G products until they stop animal testing. (Call the P&G toll-free number often!)

Write the Food and Drug Administration (FDA) and demand that they stop requiring cruel and obsolete animal tests for pharmaceuticals and instead allow the companies to substitute *in vitro* tests for the safety of both humans and animals. Write:

Michael A. Friedman, Commissioner  
Food and Drug Administration  
Parklawn Bldg., 5600 Fishers Lane  
Rockville, MD 20857

131 Camino Alto  
Mill Valley, CA 94941  
(415) 388-9641 • [www.idausa.org](http://www.idausa.org)



## A BEHIND THE SCENES LOOK AT...

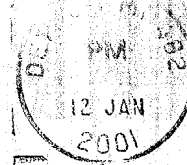


## PROCTER & GAMBLE'S ANIMAL TESTING

WARNING: GRAPHIC PHOTOS INSIDE



Ms Valerie Binder  
18933 Washtenaw St  
Harper Woods MI 48225-2149



Michael A. Friedman, Commissioner  
Food and Drug Administration  
Parklawn Bldg., 5600 Fishers Lane  
Rockville, MD 20857

